

On the Frontlines

Tribes make progress on tobacco policies

The Jamestown S’Klallam Tribe, located near Sequim, recently revised its tobacco policies to restrict the use of tobacco on tribal property by persons under the age of 18, designate all indoor tribal facilities as smoke-free, and ban smoking and the use of smokeless tobacco in tribal vehicles. The policy also specifies outdoor areas that are off limits to smokers, including doorways, decks, porches, covered walkways, and public plaza areas.

“This new policy stems from a sense of pride regarding the Tribe’s new buildings and positive economic and cultural growth,” says Kim Kettel, tobacco coordinator for the Tribe. “It was a collaborative effort between the administration, the Tribal Council, program staff, and the tribal community working together to make the new policy a reality.” The Tribe employs more than 120 and has 565 members.



Jamestown S’Klallam Tribe facilities, such as the new community center and dental clinic, will be protected under the tribe’s new tobacco policy.

Meanwhile, a new tobacco-free policy ordinance is under consideration at the Lower Elwha Klallam Tribe in Port Angeles. The proposed outdoor policy limits outdoor smoking on tribal property to designated areas 50 feet from buildings.

For more information, contact Dave Harrelson at 360-236-3685 or dave.harrelson@doh.wa.gov.

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Tribal canoe journey to include tobacco prevention

This year's Native American canoe journey, an annual event that emphasizes the historic mode of travel and cultural traditions of Northwest tribes, will have a tobacco-prevention element. Between 60 and 100 traditional, carved canoes from different parts of this country and Canada will arrive at Port Angeles in early August as part of the "Paddle to Elwha."

The event, Aug. 1-6, is hosted by the Lower Elwha Klallam Tribe and is expected to attract more than 5,000 participants and visitors.



In addition to celebrating culture, song, and dance, the yearly activity provides prevention alternatives to drug and alcohol use for the youth, teaches youth the importance of culture and language, and spurs intertribal relations.

The second day of the event, Aug. 2, has been designated "Tobacco-free Day," and will feature a performance by the Red Eagle Soaring Youth Theatre Group (written by Deborah Parker from Tulalip), a youth education booth, a presentation on traditional tobacco use, and comments by Secretary of Health Mary Selecky.

In addition, tobacco coordinators from all of the participating tribes are being encouraged to work with their canoe families to carry the tobacco-prevention message during their journeys and to attend the event on Aug. 2 to provide tobacco and secondhand smoke information to tribal members during the day.

For more information, visit the Lower Elwha Klallam Tribe [Web site](#), or contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

First Latino health summit on tobacco held

More than 70 people attended *Eliminating Tobacco Use: The Key to Healthy Hispanic Families* June 8-9 in SeaTac, the first statewide conference on tobacco issues within Latino communities. The Tobacco Program through one of its disparities contractors, the Washington Association of Community and Migrant Health Centers, provided primary funding for the summit. SeaMar Community Health Centers, KNDA Radio/NW Communities Education Center, Yakima Valley Farm Workers Clinic, and the Foundation for Multicultural Solutions also supported the summit.

In a keynote address, Washington State Health Officer Maxine Hayes encouraged participants to work together with other underserved communities because "It will take a village to eliminate health disparities."

Alejandro Garcia-Barbon, of the national Latino Council on Alcohol and Tobacco, helped prepare the agenda, recruit speakers from other states, and facilitate the summit. The partners hope to hold another summit in two years.

Conference topics included a review of the Tobacco Program's 2003 Behavioral Risk Factor Surveillance System (BRFSS) data for Latinos, media literacy and counter-marketing, tobacco cessation, treatment and quit lines, the impact of secondhand smoke on Latino communities, youth mobilization, and tobacco industry tactics as a social justice issue.

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Yakama Tribe celebrates World No Tobacco Day

The Yakama Native American Speak Out Youth Group celebrated World No Tobacco Day on May 31 with a display of more than 500 shoes, representing tribal members who have died from tobacco-related illnesses.

The shoes were displayed around the Yakamart and trail to Yakama Nation Agency.



For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Hot Topics

Tobacco Free Press improved

Visit the improved [Tobacco Free Press](#) online, a comprehensive source of nationwide tobacco prevention and control topics and issues.

Lawsuit update

Learn the latest about the federal government's landmark lawsuit against major tobacco companies at the Campaign for Tobacco-Free Kids' [Web site](#).

For the latest tobacco-related news stories, visit www.unfilteredTV.com.

Need to Know

For frequent updates on Need to Know information for Tobacco Program contractors, visit the contractor resources Web home page, which is linked to the main CATALYST Web page.

Building on Success: The Opportunities Ahead

The Tobacco Prevention and Control Program's 2005 conference, *Building on Success: The Opportunities Ahead*, will be held November 2-4 at the Marriott Hotel in SeaTac. The conference will provide attendees with more of the leading-edge approaches and practices that have made Washington's program among the most successful in the country, and set the stage for even more collaboration between our state's tobacco prevention partners.



- The first day of the conference, Nov. 2, will feature a variety of trainings to meet the diverse needs of Tobacco Program contractors.
- The second day of the conference is designed for contractors, advocacy partners, and others involved or interested in tobacco prevention. Highlights include two general sessions featuring keynote addresses by national and state leaders, 12 dynamic workshops on the current topics in tobacco prevention, and plenty of networking opportunities.
- The final day of the conference, Nov. 4, shifts back to Tobacco Program contractors, with meetings, discussions, and activities focused on making 2006 an even more successful year for tobacco prevention and control efforts.

Representatives of all Tobacco Program contractors are required to attend the conference on Nov. 3-4. There is no cost for attending and participating in workshop and training sessions, and most meals will be provided. Travel, hotel accommodations, hotel parking, and other related expenses are the responsibility of conference attendees. For more information, visit the conference Web site at www.quitline.com/conference2005. Online registration will begin August 11.

Hotel reservations at a special conference rate of \$110 plus tax per night can be made at <https://marriott.com/reservation/availability.mi?propertyCode=SEAWA&gc=wsdwsda> until October 11. Enter your arrival and departure date information and click "Check Rates and Availability." The group code and rate is pre-entered.

Building on Success: The Opportunities Ahead is being coordinated by Wright Communications in collaboration with the conference advisory committee, comprised of program contractors and staff.

For more information, contact Paul Davis at 360-236-36542 or paul.davis@doh.wa.gov.

Save those photos

The Tobacco Program's annual conference will include a special video recapping five years of the Tobacco Prevention and Control Program. Photos of tobacco prevention and activities and people over the past year can be submitted for possible inclusion in the show. Action photos are preferred.

Digital photos smaller than 8mg total file size can be submitted by email to wright@olywa.net. Larger files (on cd) and photographic prints can be mailed to Wright Communications Inc., 1615 E. Fourth Ave., Olympia, WA 98506. Include return address information if you'd like your submissions returned. The deadline for submissions is September 16.

For more information, contact Wright Communications at 360-943-3636 or wright@olywa.net.

New cessation resource center being formed

The Tobacco Program is in the process of creating a new cessation resource center that will provide resources, training, and support with health care provider training, First Steps clinics, and other cessation services. The new cessation resource center will assume and expand on cessation work previously conducted by the Tobacco Prevention Resource Center (TPRC).

Free and Clear, Inc. and Qualis Health successfully bid for the contract to set up and operate the new cessation resource center, and a contract for the 2005-06 fiscal year is under development.

"I would like to thank the Center for Health Training, who has managed TPRC for the past three years, for the quality services they have provided us," says Julie Thompson, Tobacco Program cessation coordinator. "They have created a very fine foundation upon which we will build the future work."

For the immediate future, please refer all questions, requests and concerns to Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Tobacco Program Clearinghouse operations improved

Ordering publications and other materials from the Tobacco Program Clearinghouse just got easier! Effective mid-July, a division of the Washington State Department of Printing will process and disburse clearinghouse orders.

Ordering can be done online, by telephone, or by fax; ordering information will be distributed to contractors once it is available. A catalog of clearinghouse materials will still be posted on the contractors Web site. Jennifer Dodd will remain manager of the clearinghouse operation.

For more information, contact Jennifer Dodd at 360-236-3966.

New TPRC Web site online

The new Tobacco Prevention Resource Center (TPRC) Web

site is online at www.tobaccoprc.org, the same address as the previous site.

Tobacco Prevention Resource Center

A Tobacco Prevention & Control Program

TPRC, now managed by Educational Service District (ESD) 112 in collaboration with the eight other ESDs across the state, provides contractor trainings and technical assistance throughout the state, coordinates communication among state technical assistance providers, and acts as a resource for speakers and tobacco-related conferences.

Over the past few months, community and ESD contractors have conducted needs assessments and are now planning regional training priorities for the upcoming year. Regional trainings will be posted on the TPRC Web site over the summer, with an expected calendar of more than 30 events by September 1.

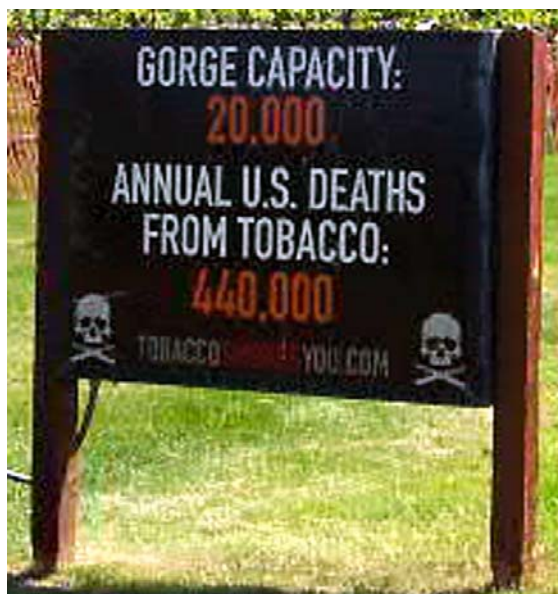
For more information, visit www.tobaccoprc.org or contact Sheryl Taylor at 360-750-7500, ext. 266, or sheryl.taylor@esd112.org.

Tobacco Smokes You partnership off to fast start

The Department of Health Tobacco Prevention and Control Program's groundbreaking partnership with House of Blues Concerts Inc./Pacific Northwest is off to a fast start.

Tobacco Program sponsorship of The Sasquatch! Music Festival, House of Blues' regional signature event, resulted in an estimated 20,000 people hearing and seeing the *Tobacco Smokes You* message over Memorial Day weekend at The Gorge Amphitheatre, in George, Washington. The Tobacco Program had 38 volunteers, three informational booths, and 12 street teams at the event. In addition, more than 11,000 slap bracelets were distributed and volunteers collected

more than 900 entries for a contest to win an "Ultimate Rock Flight Experience" from the House of Blues.



Gorge concertgoers pass by this thought-provoking sign, provided by the *Tobacco Smokes You* partnership.

Upcoming *Tobacco Smokes You* events include five concerts around the state and messaging at all summer concerts at The Gorge. The partnership Web page, www.tobaccosmokesyou.com, allows users to enter to win concert tickets by taking a quiz that directs them through the Tobacco Program's three Web sites to find the answers.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Smoke-Free Days of Summer

The lazy, hazy, crazy days of summer have given way to “Smoke-Free Days of Summer,” the Tobacco Program’s second annual summertime partnership with Washington Clear Channel radio stations. The promotion includes statewide ads that promote tobacco prevention among youth and send the message that there are plenty of smoke-free options for summer fun.

The ads also promote a chance to win one of four \$500 gift certificates to Old Navy. Youth can enter the contest by logging on to UnfilteredTV.com. Contest entry forms are also available for contractors upon request.

In addition, Clear Channel stations have given away nearly 600 UnfilteredTV.com mouse pads at live remotes and sticker stops at a variety of events statewide.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

New youth campaign under development

A new youth advertising campaign scheduled to launch in early October is under development by the Tobacco Program’s advertising agency, Sedgwick Rd. More than 110 teen-age youth have been interviewed in six focus groups and random interviews at skate parks and all-age concerts in Seattle, Tacoma, and Spokane. Findings from the research will be used to develop television, radio, billboard, transit, online/interactive and non-traditional advertising.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Continued funding for nicotine replacement therapy campaign

The Tobacco Program has received continued funding from the Centers for Disease Control and Prevention to promote nicotine replacement therapy to 18- to 29-year-old smokers. The money will be split between Free and Clear, Inc., which operates the Washington State Tobacco Quitline, and GMMB, the program’s public relations agency. GMMB will develop a new integrated approach to reach the vulnerable, underserved, young adult populations. The funding will allow the promotional campaign and services to 18- to 29-year-old smokers to continue through June 30, 2006. More information about the campaign will be available in September.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Smoke-Free Sunday a success

May 15 marked the state’s first Smoke-Free Sunday, a day where people were urged to dine at smoke-free restaurants. Many smoke-free restaurants took part and some restaurants that allow smoking went smoke-free for the day. Local health departments in Washington engaged their communities, and the result was significant media coverage and an increased awareness of the state’s 100% Smoke-Free Program (the new window cling) and the interactive map of more than 6,000 smoke-free restaurants at www.secondhandsmokesyou.com.

Media outlets ran the story across Washington, resulting in numerous print and TV stories, radio public service announcements and interviews, and Web mentions. Broadcast highlights included feature stories on KIRO-TV in Seattle and KREM-TV in Spokane, an interview with Patty Hayes on NWCN, and an interview with Terry Reid on Northwest Public Radio. Print highlights included stories and mentions of the event in *The Seattle Times*, *Seattle Post-Intelligencer*, *The Spokesman Review*, *The Columbian*, *The Olympian*, *Yakima Herald*, *Skagit Valley Herald*, *The Longview Daily News*, and several articles in local weeklies.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

Tobacco Program offices relocated

On June 17, Tobacco Program offices moved to the new Department of Health building at 111 Israel Road SE in Tumwater, around the corner from the previous domicile. Email addresses and phone numbers remain the same.

For more information, contact your contract manager.



Contract Manager Dave Harrelson's new cubicle has become a way station for staff and visitors navigating the Tobacco Program's new office space.

Resources

Cross-cultural conference in September

The Pierce County Cross-Cultural Collaborative's third annual conference, *Saving Lives: Protecting Our Communities from Tobacco*, will be held September 17-20 in Tacoma. The collaborative is a group of social service and healthcare organizations within Pierce County who address tobacco prevention and cessation issues within six priority populations.

For more information, visit the conference Web site, www.tpchd.org/crosscultural, or contact Allison Cox, Tacoma Pierce County Health Department, at 253-798-6268.

Access Seattle 2006

The Access Seattle 2006 conference, *Preventing Youth Access to Tobacco: Social Sources – Turning Plans into Action* will be a forum discussion with presentations, workshops, and keynote addresses centered on social sources of tobacco for youth. The conference will be held on April 12-14, 2006.

For more information, visit www.accessseattle2006.org.

Washington State Exemplary Substance Abuse Prevention Awards

Nominations are now being accepted for the 2005 Washington State Exemplary Substance Abuse Prevention Awards. The awards are an opportunity to acknowledge outstanding prevention work – including tobacco prevention – from around the state. The goals of the awards are to:

- Identify exemplary science-based substance abuse prevention programs that can be adopted/adapted by others.
- Recognize outstanding prevention professionals, volunteers, and youth working in the field.
- Recognize media, businesses, and others within local communities who support prevention efforts.
- Focus statewide attention on exemplary substance abuse prevention work.
- Identify programs to consider for nomination in the national awards process.

Nomination packets were recently emailed to all contractors (if you need another copy, let your contract manager know). If you would like to nominate a program, individual, or group, or recognize someone from outside the field who has contributed to substance abuse prevention efforts, complete that application and return by July 31 to:

Shannon Flemister
DSHS-DASA
1212 North Washington, Suite 207
Spokane, WA 99201-2403

For more information about the awards process, contact Julie Greeson, DASA regional prevention manager, at 509-329-3734 or greesjr@dshs.wa.gov.

Online Newsletters

[*Tobacco Free Press*](#) – Tobacco Control Network, bimonthly

[*Streethory*](#) – American Legacy Foundation's new youth activism site

[*Preventing Chronic Disease*](#) – Centers for Disease Control's online e-journal (click on subscriptions)

[*O₂ magazine*](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)

[*TTAC Exchange*](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Americans for Nonsmokers' Rights Foundation – www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco

National African American Tobacco Prevention Network – www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org

Policy Advocacy on Tobacco and Health/The Praxis Project, Inc. – www.thepraxisproject.org

Teen Health and the Media, University of Washington/Washington Department of Health – www.depts.washington.edu/thmedia

Tobacco Technical Assistance Consortium – www.ttac.org